

# Services



# Social Media Audit

As an initial assessment of your current activity, the social media audit is ideal for authors who have a good understanding of social media marketing and its benefits, but who are looking for preliminary guidance on how to improve. Delivered as a two-page report, the audit will highlight:

- ✓ Your social media successes
  - ✓ Your areas for improvement
  - ✓ How your activity compares to your competitors
  - ✓ Notes on best practice
  - ✓ Analysis of your engagement statistics.
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Along with suggestions of how to improve your social media, AuthorKin will recommend available packages best suited to your needs and goals



# Collaborative Content Support

If you're looking to get hands-on with your social media but require additional support on strategy, content creation and execution, our Collaborative Content Support package is the ideal opportunity to share the weight of digital marketing with our team.

AuthorKin devise tailored plans to collaborate on social media content, working in tandem with authors to build on their successes and elevate their socials to the next level. This unique package allows authors to keep one eye on the page and the other on their channels, secure in the knowledge that they have a team behind them invested in their social success

Our Collaborative Content Support package includes:

- ✓ Regular meetings with your appointed account handler to strategise on content
- ✓ Regular reports detailing analytics and breakdowns of performance
- ✓ Access to AuthorKin's design team to produce branded visual assets
- ✓ Training in scheduling posts and producing content calendars

From **£** \_\_\_\_\_

# Full Social Media Management

Social media marketing can be a time-consuming and challenging task for many reasons. Often, time spent managing various social media channels eats away at the time authors can dedicate to researching, writing, editing and reviewing their work, and authors can find it difficult to build their brand online while balancing their daily workload.

For those looking for a hands-off approach to social media, leaving more time to concentrate on their literary endeavours, our Full Social Media Management package alleviates the pressures of posting altogether.

AuthorKin takes on full responsibility for the daily management of your social channels, with a package that includes:

- ✓ Producing content calendars and scheduling posts across all social channels
- ✓ Designing branded visual assets for use across platforms
- ✓ Creating regular reports detailing analytics and breakdowns of performance
- ✓ Regular feedback sessions
- ✓ A monthly budget for paid advertising, included in the cost of the package

From **£** \_\_\_\_\_

# Email List Building

Each author, depending on the form or genre in which they write, will want to reach specific audiences and demographics who engage with what they do and who will ultimately purchase their books. With a bespoke service tailored to your individual needs, AuthorKin offers training in email marketing, to ensure that your books are getting in front of the right people in the right places at the right time.

Our bespoke packages offer:

- ✓ Tailored support to build author mailing lists
- ✓ Step-by-step training in Facebook Advertising
- ✓ Step-by-step training in Mailchimp and other email marketing platforms



# Advance Reader Recruitment

With a wealth of experience in advance reader recruitment, and with an enviable database of fellow writers, editors and publishing professionals at our disposal, AuthorKin supports authors to find and build a community of readers to act as a trusted resource for feedback and publicity.

Our bespoke packages offer:

- ✓ Access to AuthorKin's database of experienced advance readers
- ✓ Support on outreach to recruit new advance readers
- ✓ Management of author reviews platforms, such as Amazon and Goodreads





**AuthorKin**  
Marketing